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Spotlight ON FOREIGN MARKETING

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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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CURRENT SERIAL RECORDS

FAS PERSONNEL CHANGES

Several important assignments in FAS market development personnel have taken place during the past few weeks.

Kenneth K. Krogh is the Acting Assistant Administrator for Export Programs, replacing David L. Hume, who is preparing for an assignment as Agricultural Attache in London. Ken comes to the job with a considerable experience in market development administration, having served for several years as Deputy Assistant Administrator for Market Development, and before that as Director of the International Trade Fairs Division.

James O. Howard is filling Ken's previous position as Acting Deputy Assistant Administrator for Market Development.

Elmer B. Winner, after completion of his duties as Director of the U.S. Food and Agricultural Exhibition in Tokyo, will be succeeding Jim as Director of the Trade Projects Division. Francis S. Harrell, Chief of the Program Funds Branch, will serve in the interim as acting division director.

Jimmy D. Minyard, formerly Assistant Agricultural Attache in Tokyo, has been assigned as Chief of the



KENNETH K. KROGH, Acting Assistant Administrator for Export Programs.

Analysis and Evaluation Branch, filling the vacancy left by the departure of H. Reiter Webb for the agricultural attache service last year.

ATTACHE ASSIGNMENTS

Ernest Koenig as agricultural attache to the U.S. Mission to the European Communities at Brussels, succeeding *John Montel* who has resigned to work with a private corporation in Geneva.

Frank Ehman as agricultural attache as agricultural attache in Belgrade, replacing *Clyde Keaton* who has been assigned to the general sales manager's staff in FAS/Washington.

Alan Trick as agricultural attache in Bern, succeeding *Print Hudson* who has returned to Washington for assignment.

Carl Winberg as agricultural attache in Rawalpindi, Pakistan, succeeding *Harry Bryan* who has been reassigned as agricultural attache in Guatemala City. Bryan replaced *Dalton Wilson* who is the new agricultural attache in Lima.

Gerald Shelden as agricultural attache in Monrovia, Liberia, replacing *Dudley Williams* who has returned to Washington for assignment.

TOKYO 68 EXHIBIT: PROGRESS REPORT

Plans are progressing for the big solo U.S. exhibit in Tokyo, April 5-21, 1968. The layout and design of the commodity section has been completed with the U.S. designers, Kisseloff and Wimmershiff, receiving approval from the sixteen cooperators who will be participating in the show. Forty-seven commercial firms have leased a total of 61 booths. Arrangements have been made with American Express for special people-to-people 15-day all-expense tours, West Coast to Japan and return, costing only \$889.

CARIBBEAN SURVEY RESPONSE

FAS has been receiving a good response to its market survey study of the Southern Caribbean conducted about a year ago. Recent responses include the following:

- One of the nations leading wood and packaging manufacturers, after reading the report and consulting with FAS, has decided to visit the area as a possible market for its products.

- Discussions of the market survey have been held with a management consultant firm representing a group of investors who intend to start a shipping line between Puerto Rico and the Northern ports of South America.

- A state group, after studying the FAS survey, has decided to conduct a survey of its own for the purpose of developing specific trade opportunities for its state agricultural and food products.

COOPERATOR COOPERATION

Three market development cooperators--U.S. Feed Grains Council, American Soybean Association and National Renderers Association--will be sponsoring a two week short course on feed formulation at Iowa State University, June 17-28, 1968. About 50 feed manufacturers from Japan and Taiwan are expected to attend this concentrated course on feed formulation. Tentative plans call for the group to charter a bus following the short course to tour plants utilizing the formulations and techniques discussed at Iowa State. Visits will be made to feed plants, a rendering plant, broiler producers and soybean processing plants.

COTTON SURVEY IN GERMANY

Prospects are good for cotton in men's apparel and especially in men's leisure wear, according to a survey by Cotton Council International of 25 German textile manufacturers. Sixteen of the firms thought that the prospects are favorable or very favorable. Among the cotton fabrics considered as having good sales prospects, poplin, gabardine, sailcloth and rib twill were most frequently mentioned.

The survey was part of the cotton industry's expanded research and promotion program through the International Institute for Cotton in Western Europe and Japan.



A 3-man German Rice Millers Association team visited the U.S. October 15-November 2. Shown, left to right, inspecting our rice in front of a world rice production map is St Grider, Rice Council Promotion Director, and the members of the German team, Herbert Mueller, Richard Focken, and K. A. Helman.

GOOD SALES AT ANUGA

Good sales were reported at the U.S. exhibit at ANUGA in Cologne, Germany, September 30-October 8. Over 1,000 processed foods were exhibited. Twelve states and over 100 U.S. commercial firms participated in the international exhibition. Minnesota and Wisconsin each had sales of about ten tons of turkeys from their booths in the Hall of States. Ten other states report making good contacts with European agents for increased promotion and sale of U.S. foods. Illinois expects to sell two million pounds of horse radish, double last years sales, as a result of contracts made at the fair. Oscar Roese-meir of the Heinz Company, representing the Grocery Manufacturers of America as U.S. "Food Trade Ambassador," said trade attendance and interest surpassed anything in his years of experience at similar fairs.

OVERSEAS TRADE MISSIONS

Five U.S. trade missions are exploring possibilities of expanding markets for feed grains, wheat, soybeans, and soybean oil in Europe, the Middle East, and Latin America. The teams are made-up of key representatives from government, the trade, and producers.

In announcing the missions, Secretary Freeman said, "Exports have become a big factor in the marketing of many farm products. But competition in export markets in the months ahead will be much keener than usual...It is important, under such conditions, that key people...become better acquainted with their foreign customers, find out more about their specific needs with respect to quality and service, and explore all possibilities of increasing export sales."

The first of these missions, a feed grains trade mission to Europe, left October 14 and returned November 6. This was followed by a soybean trade mission to Europe, leaving October 30 and returning November 10.

Two missions, a wheat trade team to Europe and a wheat team to Latin America, left November 5. The Latin American team is returning November 18 and the European team November 25.

The final mission, a soybean oil trade team to the Mediterranean and Middle East areas, left November 18 and will be returning December 2.

BAKERS TRAINING

Bakers training activities in the Philippines are making a significant impact on the baking industry, reports Fred Schneider, Director of the Wheat Associates office in Manila.

Several years ago, Wheat Associates sponsored five young Filipinos at the American Institute of Baking. The students have been an important factor in improving baking technology in the Philippines. One of the students is now director of an eight-week baking school at a Manila flour mill. Another directs a yeast company's baking school. Both of these schools have turned out hundreds of students in courses held throughout the Philippines.

A former student of the flour mill's baking course operates one of Manila's most popular bakeries. The bakery last month announced the opening of its own eight-week specialty baking course.

The recently inaugurated Bakers School at the Philippine College of Arts & Trade in Manila is an example



Carlos Romulo, Secretary of Philippine Education, visiting the new Bakers Training School at the Philippine College of Arts & Trade in Manila. To the right of Romulo is Richard Gonzalez, Wheat Associates baking technician; Dean Jose Vergara, PCAT Vice President; Fred Schneider, Wheat Associates; and Agricultural Attache L. R. Paramore.

of the enthusiasm for improved baking technology. Originally scheduled for one class daily, the demand has been so great that two classes are now being held each day. The additional class hasn't proved sufficient, and now special Saturday classes are being held. The waiting list of applicants for the 5-week course totals about 230. The president of the college says they have never before offered a course which has aroused so much interest.

The equipment and technical assistance to get the school underway was provided by Wheat Associates under an FAS project. The college provides the faculty (trained by Wheat Associates), utilities, facilities, etc. The flour and other ingredients are supplied by the Philippine Association of Flour Millers and other allied industries.

FROZEN FOOD SHOW

Over 8,000 leading Japanese tradesmen, educators and women's group leaders came to the U.S. Trade Center in Tokyo, September 25-October 6, to see and attend the U.S. Frozen Food Exhibit and Seminar. Eighty press representatives attended the opening day ceremonies and helped spread the story about U.S. frozen foods to 30 million Japanese consumers. The Japanese Frozen Food industry is in its infancy and U.S. Government and food trade representatives called the response to the show "amazing" and "completely unexpected."

Daily seminars during the first week in Tokyo and Osaka and Sapporo the second week, attracted standing-room-only audiences, who listened intently to translations of talks on frozen foods by the following speakers: Ralph O. Dulany, President (retired) of Dulany Foods, Inc. of Maryland; Dr. Stephen J. Palmer, Director of Research, National Association of Frozen Food Packers; Ralph (Gus) Lordi, Director of Purchases, Stop & Shop, Inc.; Robert F. Hightower, Morrisons Cafeterias of Florida; and Mrs. Helen Carlisle Blees, Home Director, McCormick & Company. Twenty-five U.S. firms participated in the show.

COOPERATOR REVIEW TEAMS

Government-industry teams are reviewing the Western Wheat and Institute of American Poultry Industries market development programs.

The Western Wheat supervisory review team left the U.S. November 8 to study the wheat programs in the Philippines and Japan. The team leader

is Don Woodward, a member of the Board of Directors of Western Wheat. The other members are John Fisher, member of the WW Board of Directors; Robert Blake, Western Wheat consultant, former President, Minute Maid Overseas; R. L. Beukenkamp, FAS; and George Wood, Program Coordinator, WW. The team will be returning December 15.

The IAPI team will be leaving November 28 to study the poultry programs in Belgium, the Netherlands, West Germany, Switzerland, Austria, Italy and the United Kingdom. Frank White, Management Consultant and Director of the Advertising Council, is the team captain. He will be accompanied by James J. Moran, former Vice-President, General Mills; Phipps L. Rasmussen, former President, McCann-Erickson International; John Glew, FAS; and Rolland Anderson, Office of the Agricultural Attache, Bonn. The team expects to be returning about December 23.



HERE and THERE

Samuel H. Sabin is the new President of the U.S. Feed Grains Council, succeeding Thomas F. Toohey, Vice President of the Farmers Union Grain Terminal Association. Sabin is Vice President of Continental Grain Company, and for the past fifteen years has been in charge of the Washington office of that company. The election was held at the 8th annual meeting of the Council in Toledo, Ohio, September 15.

A Japanese Flour Millers Team, was invited to appear before the House Agriculture Committee, September 20. Keinosuki Numata, the leader of the team, told the committee of its market development activities with Wheat Associates in Japan and expressed its appreciation for the opportunity of visiting the U.S. wheat industry. James Hutchinson, the Far East Marketing Director for Wheat Associates, accompanied the team.

Cotton Council International has been pre-testing a "Cotton Plus" flip chart for use by home economic instructors in textile studies. The visual gives a step-by-step illustration showing the processes involved in the production of woven cloth, 8 flip-over color pages illustrating cotton's versatility, natural properties, weaves, finishes and care, and 14 fabric swatches illustrating the fashion qualities, finishes, basic weaves and versatility of cotton fabrics. The flip-chart was pre-tested at two of Montreal's leading department stores and has proven so popular that units are being produced for retail training classes and for distribution to schools on a self-liquidating basis at \$5.00 each.

A Philippine Bakers Bulletin in English, Tagalog and Chinese is being distributed to Philippine bakers each month as part of the current national bread promotion campaign of Wheat Associates and its Philippine cooperator.

All officers of the National Renderers Association were re-elected at its October 22-27 annual convention at the Mark Hopkins Hotel in San Francisco. The officers are Stanley Frank, President; Gene Hopton, 1st Vice President; Dr. Fred D. Bisplinghoff, 2nd Vice President; and Dean A. Specht, Secretary-Treasurer and Executive Director. Jim Hartman, Director of the Livestock and Meat Products Division, was on the convention program, giving a speech on the future markets for tallow and greases. Following the convention, Frank and Specht left on a supervisory trip to their Tokyo office to review operational programs and meet with some of the leading feed manufacturers in Japan.

Enoch Lachinian, the newly appointed Director for the Soybean Council of America in Iran, recently completed a training program in the U.S. preparatory to beginning his challenging assignment of rebuilding the vegetable oil market in Iran. Two years ago Iran was a commercial market for 120 million pounds of U.S. soybean and cottonseed oil. However, the U.S. lost most of this market in 1966-67, because of increased imports of Russian sunflower oil and higher prices for U.S. vegetable oils. Now that U.S. vegetable oils, particularly soybean oil, are more competitively priced, the Council hopes to start rebuilding the Iran market for U.S. vegetable oils.

Fredrick C; Martin, oil technician for the Soybean Council of America, interrupted his U.S. home leave in September and October to meet a request from the Government of the Dominican Republic for assistance to processors on refining techniques to produce a quality edible soybean oil. Martin received a special commendation from the Dominican Republic for this effort. The U.S. exports about 10 million pounds of soybean oil a year to the Dominican Republic, mostly concessional sales.

Dairy Society International held its 21st annual meeting in Los Angeles, October 22. Attention was focused on the growing world food problem and what private enterprise, as well as governments, can do to relieve the situation. The work of DSL, both as an international organization with members in 50-some countries and as a cooperator in the U.S. market development program, was discussed by the group.

Raisinland News, previously a quarterly newsletter of the California Raisin Advisory Board, is now being published on a monthly basis. Manager Henry J. Andreas says the change will show faster dissemination of information on industry programs and developments. News of both U.S. and foreign raisin promotions are covered in the publication.

The American Plywood Association is busy developing an export promotion program for Western Europe and Japan. Last month, A. J. Rehling, FAS, accompanied Harold O. Schadt, Manager of the APA Export Department, and Hans Gedrath, APA European representative, on a visit to the American Embassies in West Germany, Denmark, the Netherlands, and the United Kingdom where market development operations for plywood are being stepped-up. Fiscal operations of the market development program in these four countries were explained to the APA representatives. APA agents, importers and dealers were also visited.

Visitors to the September Yorkshire Food Fair bought up the entire supply of new U.S. food products that had been brought in for the exhibit. A special section of the U.S. exhibit had been set aside for sale of these foods to this northern industrial area of England. An in-store promotion running concurrently with the Yorkshire Fair, put new as well as established brands of U.S. foods on the shelves of many retail stores.

Stanley Frank and Dean Specht, President and Executive Director of the National Renderers Association, are visiting their Far East office in Tokyo this month to review operational programs and meet with some of the leading feed manufacturers in Japan.

Jim Doty, prominent cereal chemist and head of the Doty Laboratories, is on an assignment with Wheat Associates conducting seminars and meetings with flour millers and processors in Japan, the Philippines, Singapore, Malaysia, India, Taiwan and Thailand to help upgrade baking techniques and knowledge about the uses for U.S. wheat.

The Holstein-Friesian Association and FAS are sponsoring the U.S. travel of two members of the Colombian Holstein-Friesian Association. The representatives will be studying the U.S. Holstein-Friesian Type Classification procedures to enable proper classification of Holstein-Friesian cattle in Colombia.

Joseph E. Boyle, FAS consultant, and *William J. Higgins*, Fruit and Vegetable Division, conducted an evaluation, July 19-August 2, of the market development project in the United Kingdom for Ocean Spray Cranberries.

A team of Japanese government and industry officials have just completed a three week trip to the United States to study U.S. regulations applicable to the tolerances for chemicals in food products. The study included soybeans and other oilseeds and the application of U.S. laws in this area.

Specialty Foods Magazine devoted most of its entire July issue to the U.S. overseas market development program for processed foods. In-store promotions and recent exhibits in Frankfurt, Stockholm, Tokyo and Hong Kong were featured.